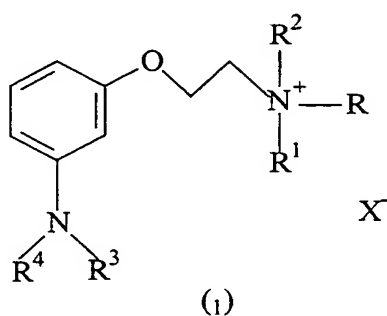


**ABSTRACT**

Couplers for hair coloring compositions for oxidative dyeing of hair are compounds of the formula (1):



wherein X is selected from halogen and  $R^5SO_4$  where the halogen is preferably Cl, Br or I; R,  $R^1$  and  $R^2$  are each individually selected from  $C_1$  to  $C_{22}$  alkyl and  $C_1$  to  $C_{22}$  mono or dihydroxyalkyl, or two of R,  $R^1$  and  $R^2$  together with the nitrogen atom to which they are attached form a  $C_3$  to  $C_6$  saturated or unsaturated ring optionally containing in the ring one or more additional hetero atoms selected from O, S and N atoms;  $R^3$  and  $R^4$  are each individually selected from  $C_1$  to  $C_6$  alkyl,  $C_1$  to  $C_6$  hydroxyalkyl,  $C_1$  to  $C_6$  alkoxy,  $C_1$  to  $C_6$  aminoalkyl or  $R^3$  and  $R^4$  together form a  $C_1$  to  $C_5$  alkylene group; and  $R^5$  is selected from  $C_1$  to  $C_{22}$  alkyl and  $C_1$  to  $C_{22}$  mono or dihydroxyalkyl.